

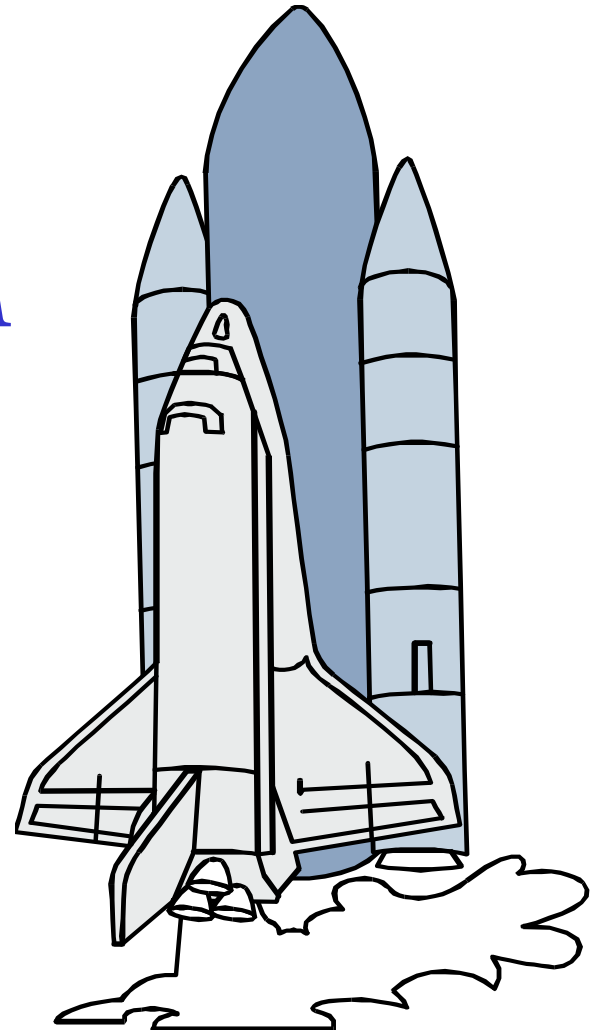
Submitting Proposals to NASA

NASA As a Customer

The SEB Process at NASA

Some Friendly Advice...

Future Trends





NASA Major and Component Installations





Agency Management Responsibility

NASA Center	Center Mission*	Center of Excellence**
Ames Research Center	Aviation Operation Systems/ Astrobiology	Information Technology
Dryden Flight Research Center	Flight Research	Atmospheric Flight Operations
Langley Research Center	Airframe Systems/Atmospheric Science	Structures and Materials
Glenn Research Center	Aeropropulsion	Turbomachinery
Goddard Space Flight Center	Earth System Science/Physics and Astronomy	Scientific Research
Jet Propulsion Laboratory	Planetary Science and Exploration/ Instrument Technology	Deep Space Systems
Johnson Space Center	Human Exploration/Astro Materials	Human Operations in Space
Kennedy Space Center	Space Launch	Launch and Payload Processing Systems
Marshall Space Flight Center	Space Transportation Systems Microgravity Space Optics Manufacturing Technology	Space Propulsion
NASA Headquarters	Agency Management	Agency Management
Stennis Space Center	Rocket Propulsion Testing/ Commercial Remote Sensing	Rocket Propulsion Test

* Product lines in direct support of NASA Enterprises

** Technical areas of world-wide preeminence



George C. Marshall Space Flight Center

■ Primary-Assigned Missions

- Space Transportation Systems Development
- Microgravity
- Space Optics Manufacturing Technology

■ Agency-Assigned Center of Excellence

- Center of Excellence for Space Propulsion

■ Programmatic Assignments

- Reusable Launch Vehicle Technology
- Advanced Space Transportation
- Microgravity Research and Space Product Development
- Space Shuttle Propulsion Systems
- Space Station Support and Utilization
- Chandra X-Ray Observatory
- Scientific Payloads and Research
- Global Hydrology and Climate Center

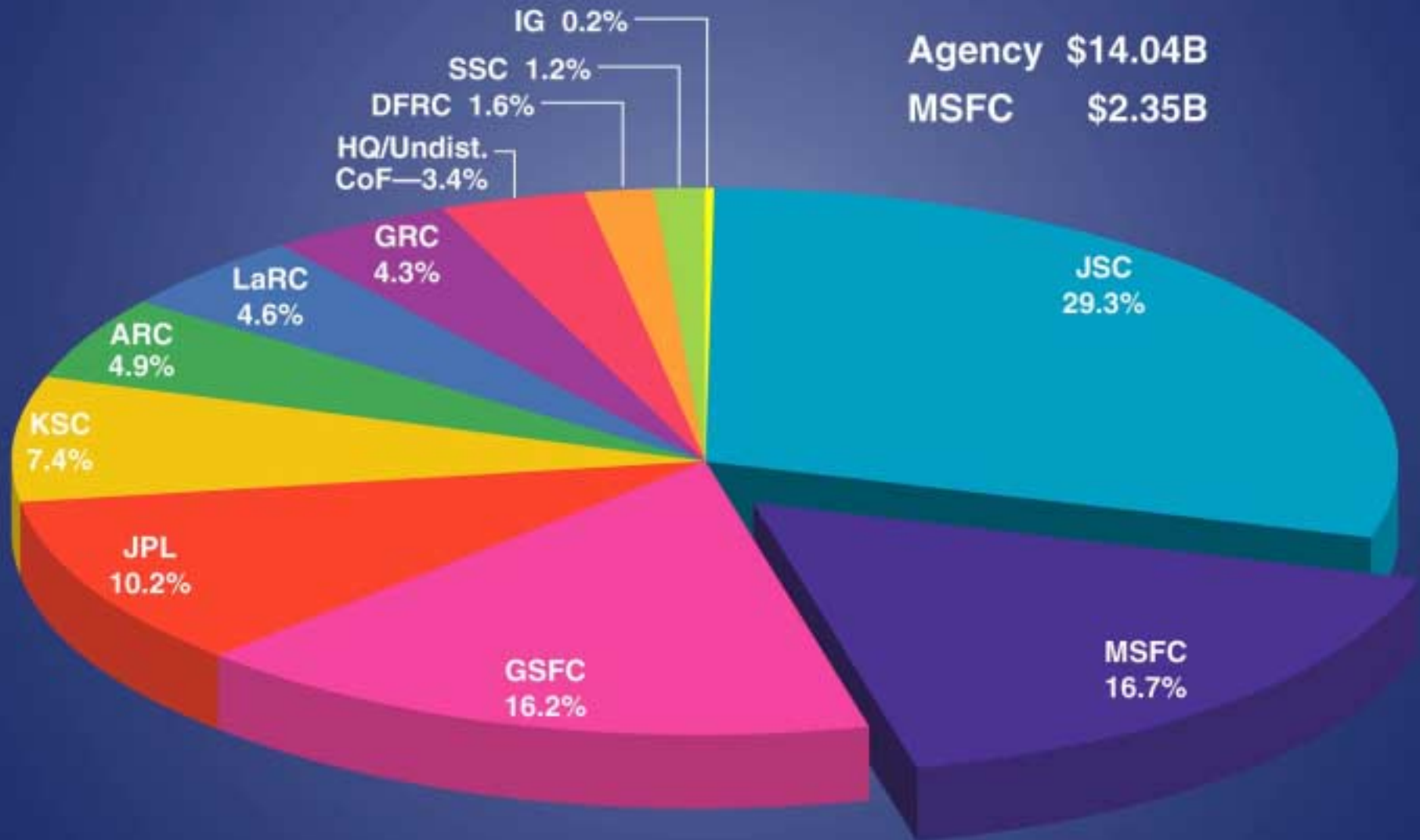
■ Agency Support Activities

- Communications Architecture and Providing Agencywide Area Network (WAN) Services
- NASA Automated Data Processing Consolidation Center
- NASA Digital Television Transition
- Earned-Value Management (EVM)
- NASA Preferred Technical Standards
- Space Environments and Effects
- IFMP Training Activity
- NASA Operational Environment Team (NOET)
- NASA Acquisition Internet Service (NAIS)
- Defense Contract Administrative Service Financial Management Support
- National Center for Advanced Manufacturing (NCAM)
- NASA Engineering Excellence Initiative





Distribution of NASA Budget—FY 2001 Budget by Center



Source: FY 2001 NASA Budget to Congress



MSFC Program Evolution

	1950's	1960's	1970's	1980's	1990's and Beyond
Booster and Space Transportation Vehicles	<p>Jupiter C Mercury Juno I</p> <p>Engines: • A Series • S3D • RL 10 • H-1 • F-1 • J-2</p> <p>Juno II Saturn I</p>	<p>Agena Centaur D-1</p> <p>Saturn IB Saturn V</p>	<p>Space Shuttle</p>	<p>IUS RSRM</p> <p>PAM A, F TOS</p>	<p>Chemical Engines: • HLLV • Lunar • Mars • Fastrac</p> <p>Automated Rendezvous & Capture</p> <p>Reusable Launch Vehicles</p>
Payloads	<p>Pioneer Series</p> <p>Explorer Series</p>	<p>Pegasus 1, 2, and 3</p> <p>LRV</p>	<p>ASTP Experiments</p> <p>ATM</p> <p>Skylab</p> <p>HEAO's 1, 2, and 3</p>	<p>Spacelab Missions</p> <p>Hubble Space Telescope</p>	<p>Space Station</p> <p>Space Station Payloads</p> <p>TSS</p> <p>Chandra</p>



MSFC Current Projects



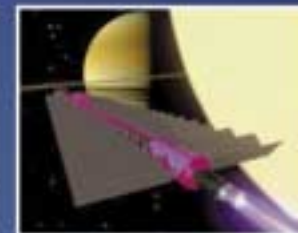
International Space Station



Space Shuttle



Earth-to-Orbit



In-Space
Advanced Space Transportation



Chandra



Global Hydrology



Payload Operations



Microgravity Flight
Experiments



X-37



X-38

Reusable Launch Vehicles



Space Optics
Manufacturing



Marshall is
ISO9001
registered!

Highway to Space



Space Launch
Initiative

Space Shuttle

Into The Future

An Extra Boost

Science



Science @ NASA

Ciencia @ NASA

Space Projects



Space Station

Life Support

Carriers

Mission Ops

MARSHALL SPACE FLIGHT CENTER

HUNTSVILLE, AL



aboutUS

Who we are,
how we are organized,
and what we do.

Extra! Extra! Read all about
it!

For the media,
but everyone's welcome.



this
just
in...

news
center

what we
do
for
you



Things we do to help the public,
businesses, and our neighbors.



Space Launch Initiative News

Safe, reliable, cost-effective space transportation technology

Managed by the Marshall Center - Huntsville, Alabama



[News Releases](#) [SLI Explained](#) [Key Personnel](#) [Media Gallery](#) [Contacts/Services](#)

NASA awards first Space Launch Initiative contracts today

NASA today announced the first round of contract awards for the Space Launch Initiative, a new program overseen by the Marshall Center that will result in development of a second generation reusable launch vehicle.

Contact: June Malone (256) 544-0034

NEW! News release

NEW! Industry contract awards

NEW! University contract awards

More Marshall news

SLI PARTNERS

[NASA Centers](#)

[Industry](#)

[Universities](#)

[DoD](#)



[Airframes](#)

[Flight Demonstrations](#)

[Flight Mechanics](#)

[IVHM](#)

[NASA Unique](#)

[Operations](#)

[Propulsion](#)

[Vehicle Subsystems](#)

TECHNOLOGIES

NEWS from Marshall

NASA awards first Space Launch Initiative contracts

Space Station science: the latest status report from Payload Ops

Chandra reveals nest of binary stars in dense cluster

Sixth free flight Wednesday a success for X-40A test vehicle

Safe, more reliable

Growth of Space Launch Initiative results in new office at Marshall Center

The Second Generation Reusable Launch Vehicle office at NASA's Marshall Center - the office that oversees the Space Launch Initiative - will now report directly to the Marshall Center Director. This program previously reported to the Director of Marshall's Space Transportation Directorate. The shift comes with the growth of the Space Launch Initiative, a one-year-old NASA initiative designed to develop technologies and lead to creation of a second generation reusable launch vehicle.

NAIS Home Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Dell Home

Address <http://nais.msfc.nasa.gov/> Go Links

NAIS Business Opportunities Reference Library Center Procurement Sites Email Notification Feedback VPO

[Welcome](#) [FAQ](#) [Announcements](#) [Forecast](#) [FACS](#) [Helper Applications](#)



NAIS Information

- [Welcome](#)
- [NAIS Frequently Asked Questions \(FAQ\)](#)
- [Special Events and Announcements](#) (Updated 01/3/2001)
- [NASA Acquisition Forecast](#)
- Financial And Contractual Status ([FACS](#)) On-Line Query System
- [Helper Applications](#)
- [Business Opportunities](#)
- [NASA Regulations, Handbooks, etc.](#)
- [Center Procurement Sites](#)
- [Email Notification Service](#)
- [NAIS Feedback](#)
- [NAIS Questionnaire Input Form](#)

NASA Sites

- [Procurement Initiatives](#)
- [Forms](#)
- [Personnel Directory](#) (X.500 Query)
- [Agency Home Page](#)
- [Commercial Technology](#)

Start Explorer Inbox A Word Address NAIS RE: E-T 6 center Pitch1.ppt AlbqPtc Internet 1:16 PM

Changes in Types of Solicitations

The Good Old Days

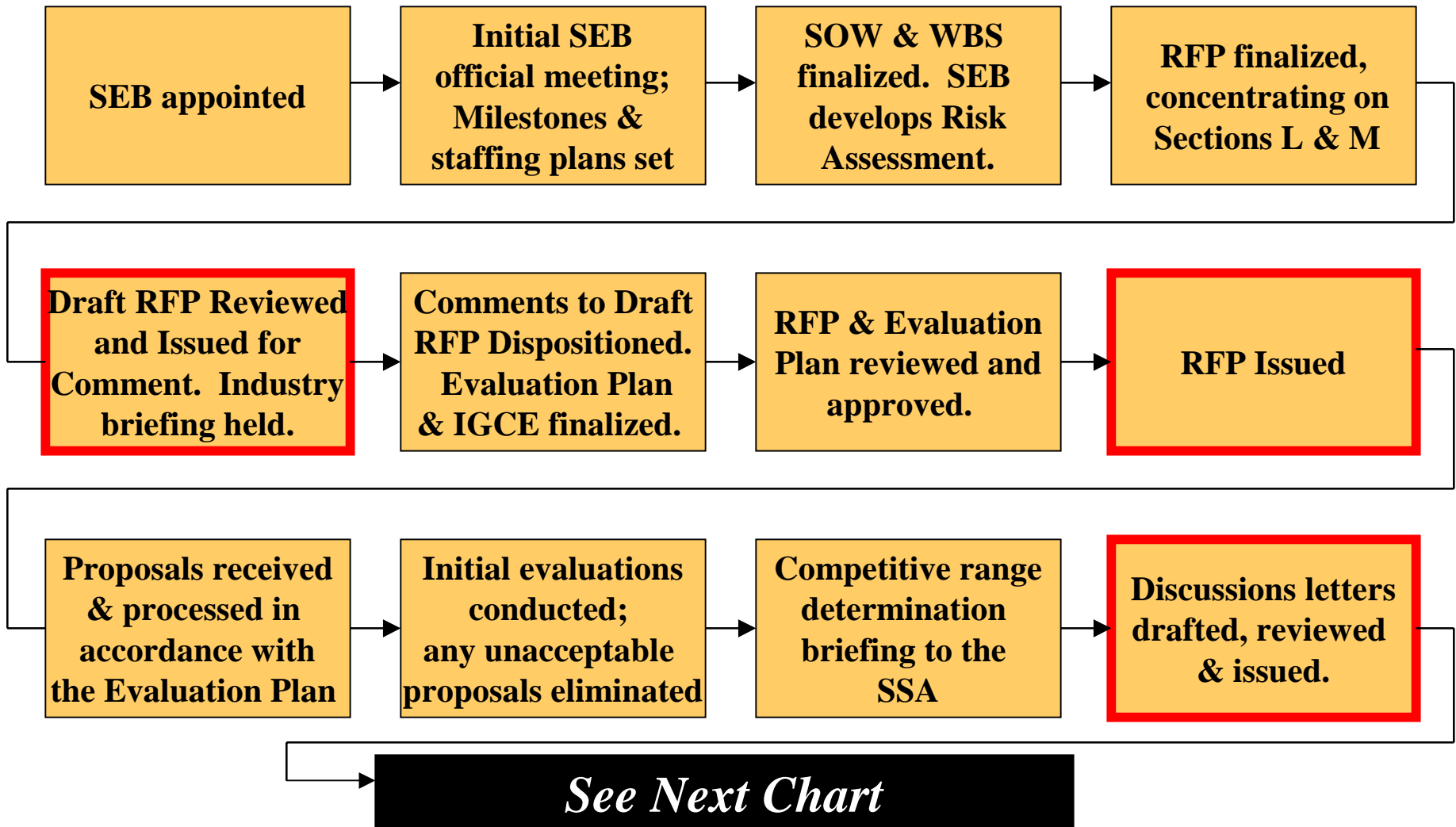
(circa 1993)

- Small Purchase RFQ's
- IFB's
- RFP's

Now-a-Days

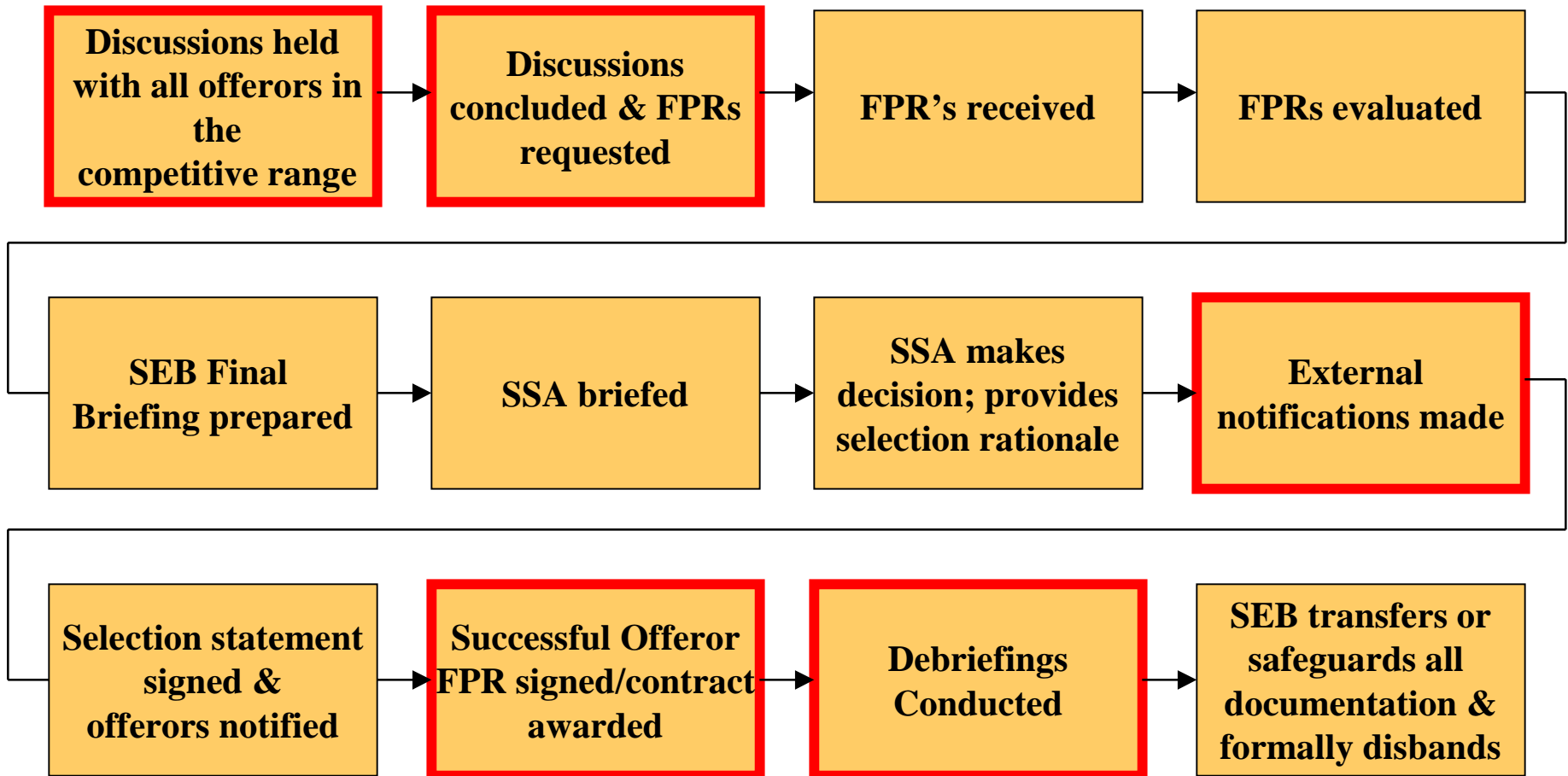
- Micro-Purchases
- SAT RFQ's
- MidRange RFO's
- IFB's
- RFP's
- NRA's & AO's
- CAN's

SEB - Flow of Major Events



SEB - Flow of Major Events

(Continued)



SEB Template Schedule

Ref	Activity Name	Start Date	Finish Date	Responsibility	2001												2002		
					May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar				
1.0	Acquisition Planning																		
1.1	Requirement Placed on Acq. Forecast	5/2		Proc Rep															
1.2	CCI Analysis Performed	5/2	5/17	Proc Rep															
1.3	Procurement Briefing to Requiring Org.	5/16		Proc DM															
1.4	Verify POP Submit	5/16	5/29	Req Org/Finance															
1.5	Prepare & Submit Action on MBP	5/16	6/4	Proc Rep/Req Org															
1.6	MBP Dispositioned	6/4	6/18	NASA Mgmnt															
1.7	Prepare ASM Charts/Plan	6/4	6/20	Req Org/Proc Rep															
1.8	SEB Facilites Secured	6/20		Proc DM															
1.9	ASM Held & Plan Approved	6/28		NASA/Center Mgmnt															
2.0	Requirement Definition																		
2.1	Market Research Conducted	5/23	6/5	Req Org/Proc Rep															
2.2	Draft SOW Developed	5/23	6/27	Req Org/Proc Rep															
2.3	Draft Data Reqts Developed	5/31	6/28	Req Org/Proc Rep															
2.4	Draft Contract Clause Schedule Developed	5/31	6/28	Proc Rep															
2.5	Draft Mission Suitability Factors Developed	6/6	6/28	Req Org/Proc Rep															
2.6	Draft WBS & IGCE Developed	6/13	7/9	Req Org/Proc Rep															
2.7	Initial Funding Provided	7/27		Req Org															
2.8	NPG 7120.5a Approval or Waiver	7/27																	
3.0	Establishment of the SEB																		
3.1	Obtain List/Develop SEB Nominee Ltr	5/31	6/18	Proc DM/Req Org															
3.2	SEB Formally Appointed	6/29		SSA															
3.3	SEB Initial Meeting	6/29		SEB Ch															
3.4	Initial Briefings to SEB	6/29	7/5	Proc Ofc/Counsel/Sec															
3.5	Selection & Appointment of Evaluators	6/13	7/5	Req Org/SEB Ch															
3.6	SEB Security & Control Plan Defined	7/6	7/10	SEB Ch/Recorder															
3.7	Submittal of COI/Clearance	6/22	7/12	Evaluators/Counsel															
3.8	Evaluator Training - Process & Tools	7/13	7/17	SEB Ch/Proc Mbr															
					May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar				

SEB Template Schedule

Ref	Activity Name	Start Date	Finish Date	Responsibility	2001							2002				
					May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	
4.0	Develop/Issue Solicitation (+Amendme															
4.1	SEB Refines SOW & DR's(All Sec. J)	6/29	7/16	SEB												
4.2	SEB Prepares Evaluation Plan	7/11	7/19	SEB												
4.3	SEB Prepares RFP/Sec. M	7/11	7/18	SEB												
4.4	SEB Prepares RFP/Sec. L	7/16	7/23	SEB												
4.5	SEB Prepares RFP/Sec. B-I	6/29	7/23	SEB												
4.6	SEB Refines WBS & IGCE	7/9	7/23	SEB												
4.7	Draft RFP Review by SEB & Advisors	7/23	7/30	SEB/Advisors												
4.8	Arrangements for Industry Briefing	7/16	7/31	Proc Mbr												
4.9	Publish RFP/Schedule (NAIS & CBD)	7/31		Proc Mbr												
4.10	Draft RFP Review Charts Developed	7/26	8/2	SEB												
4.11	Draft RFP Provided for Center Review	7/31	8/2	SEB/Center Rev Tea												
4.12	RFP Briefing /Draft RFP Released	8/6		SEB Ch/Proc Ofc												
4.13	Industry Brief/Tour/Industry Comments	8/9	8/17	SEB Ch/Req Org												
4.14	Final RFP & Eval. Plan Developed	8/16	8/23	SEB												
4.15	Repository Notified of Pending RFP	8/22		Proc Mbr												
4.16	RFP/Plan Review by SEB & Advisors	8/23	8/27	SEB/Advisors												
4.17	Develop RFP Presentation Charts	8/23	8/27	SEB												
4.18	Final RFP & Charts for Center Review	8/27	8/30	SEB/Center Rev Tea												
4.19	Preproposal Conf. Arrangements	8/22	8/31	Proc Mbr												
4.20	Final RFP & Evaluation Plan Briefing H	8/30		SEB												
4.21	RFP Approved & Released	9/4		SSA/Proc Mbr												
4.22	Procurement Sensitivity Letter Issued	9/4		Proc Mbr/Proc Ofc												
4.23	Pre-Proposal Conference & ?'s	9/12	9/20	SEB Ch/Proc Mbr												
4.24	Amendment to RFP	9/26		SEB/Proc Mbr												
					May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	

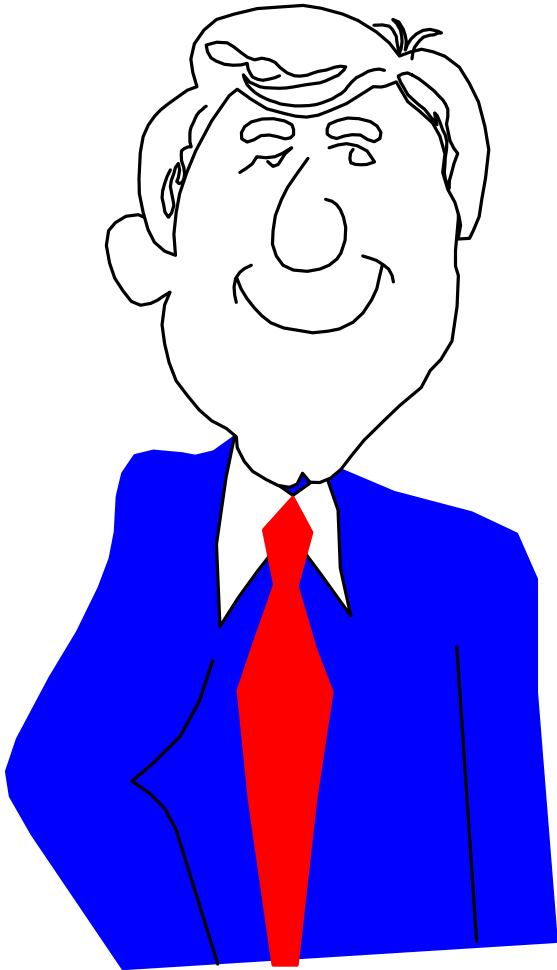
SEB Template Schedule

Ref	Activity Name	Start Date	Finish Date	Responsibility	2001							2002			
					May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
5.0	Initial Proposal Evaluation														
5.1	SEB Chair Briefing to all Evaluators	10/5		SEB Ch							◆				
5.2	SEB Detailed Training Provided	10/8	10/12	Recorder							▽				
5.3	Receipt & Log of Proposals	10/17		SEB Ch/Proc Mbr							◆				
5.4	Overview of All Proposals	10/17	10/19	SEB							▽				
5.5	Proposal Page Count & Determination	10/17	10/19	SEB							▽				
5.6	Assign Proposals for Evaluation	10/19		SEB Ch/Recorder							◆				
5.7	List to IG & EEO/Coordinate Clearance	10/19	11/1	Recorder							▬				
5.8	Preparation of Detailed Findings	10/19	11/14	SEB/Evaluators							▬				
5.9	SEB Reviews all Findings	11/12	11/19	SEB							▬				
5.10	SEB Develops Consensus Findings	11/16	11/21	SEB							▬				
5.11	SEB Determines Significant S&W	11/23	11/28	SEB							▬				
5.12	SEB Assigns Adj. Ratings & Scores	11/29	11/30	SEB							▬				
5.13	SEB Completes Cost Evaluation	10/19	11/28	SEB							▬				
5.14	SEB Completes Past Performance Eval	10/19	11/29	SEB							▬				
5.15	Initial Findings Charts Prepared	11/29	12/5	SEB							▬				
5.16	Charts Reviewed by SEB & Advisors	12/5	12/7	SEB/Advisors							▬				
5.17	SEB Provides Charts for Center Review	12/7	12/12	SEB/Center Rev Tea							▬				
5.18	Prepare "Draft" Letters to Offerors	12/7	12/12	Proc Mbr							▬				
5.19	"Dry Run" Briefing to Review Team	12/12		SEB Ch/SEB								◆			
5.20	Initial Findings to SSA Briefing Held	12/14		SEB Ch/SEB								◆			
5.21	Source Selection or Comp. Range Det.	12/14		SSA								◆			
					May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar

SEB Template Schedule

Ref	Activity Name	Start Date	Finish Date	Responsibility	2001							2002			
					May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
6.0	Discussions & Final Proposal Evaluation														
6.1	Review/Issue "Discussions" Letter	12/13	12/17	Proc Mbr											
6.2	Arrangements for Discussions	12/7	12/21	Proc Mbr											
6.3	Offerors Receive Ltr/ Submit Resp.	12/17	1/2	Offerors											
6.4	Receipt/Review of Offeror's Response	1/2	1/4	SEB											
6.5	Hold Discussions	1/7	1/23	SEB											
6.6	Issue Letter Requesting Final Proposal	1/24		Proc Mbr											
6.7	Offerors Receive Ltr/Submit FPR	1/24	1/28	Offerors											
6.8	Log in FPR's and Assign to Evaluators	1/28		Proc Mbr/Recorder											
6.9	Perform "Delta" Evaluation	1/28	1/31	SEB/Evaluators											
6.10	Review Findings, Adjectives & Scores	1/31	2/4	SEB											
6.11	Prepare Final Presentation Charts	2/4	2/6	SEB											
6.12	Charts Reviewed by SEB & Advisors	2/6	2/8	SEB/Advisors											
6.13	Provide Final Charts for Center Review	2/8	2/11	SEB/Center Rev Team											
6.15	Prepare "body" of Selection Statement	2/6	2/12	Proc Mbr/Legal											
6.14	"Dry Run" Briefing to Review Team	2/11		SEB Ch/SEB											
6.16	Notify Public Affairs	2/11		Proc Mbr											
6.17	Final Findings to SSA Briefing Held	2/14		SEB Ch/SEB											
6.18	Source Selection & Rationale Provided	2/14		SSA											
6.19	Prepare Selection Statement	2/14	2/19	Proc Mbr/Legal											
7.0	Notifications, Award & Debriefings														
7.1	Notify NASA HQ and Obtain ATP	2/14	2/19	Proc Ofc											
7.2	Prepare Letters to Offerors	2/14	2/19	Proc Mbr											
7.3	Notify Public Affairs & Obtain ATP	2/18	2/19	Proc Mbr											
7.4	Notify Offerors & Sign Contract	2/19		Proc Ofc											
7.5	Issue Synopsis of Contract Award	2/19		Proc Mbr											
7.6	Hold Debriefings of Offerors	2/21	2/28	Proc DM											
7.7	SEB Chair Holds SEB "Out Brief"	3/1		SEB Ch											
7.8	Disposition of SEB Documentation	3/15	3/22	Recorder/SEB											
7.9	Retention of Quality Records	3/28		Proc DM											
					May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar

The NASA NRA Selection Process



- Much more relaxed and flexible
- Can accept all or part of a proposal
- More than one cycle of proposal submittals, NRA is open for one year
- May result in award of multiple contracts, grants or cooperative agreements
- Technical story is more important
 - **Relevance to NASA objective**
 - **Intrinsic merit**
 - **Cost proposal**

Cooperative Agreement Notices



- **Allows for highly leveraged use of R&D budgets within Government and Industry**
- **Perception that CAN's limit competition to companies with large IRAD budgets**
- **Each CAN is highly unique**
 - **Crafted for specific need**
 - **Industry contribution can vary**

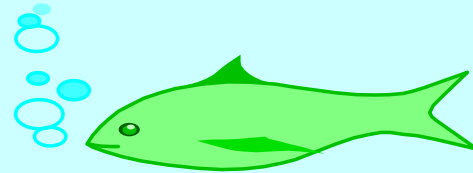
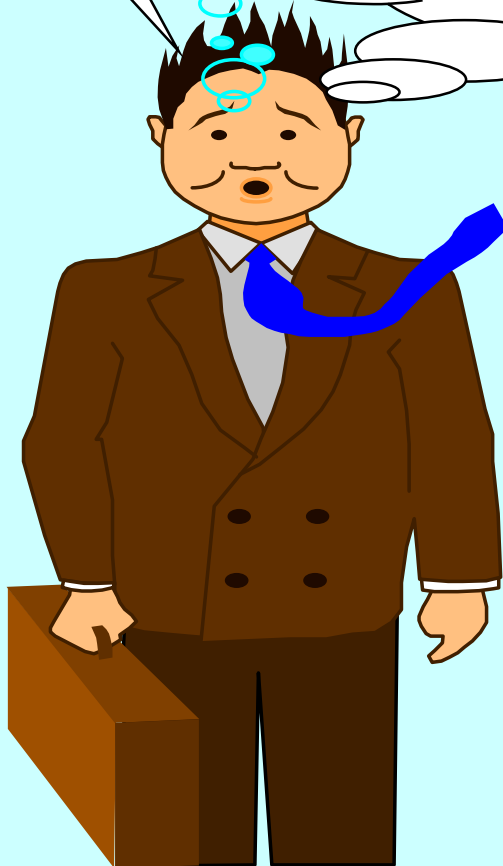
Some Friendly Advice...

Common Problems to Watch For

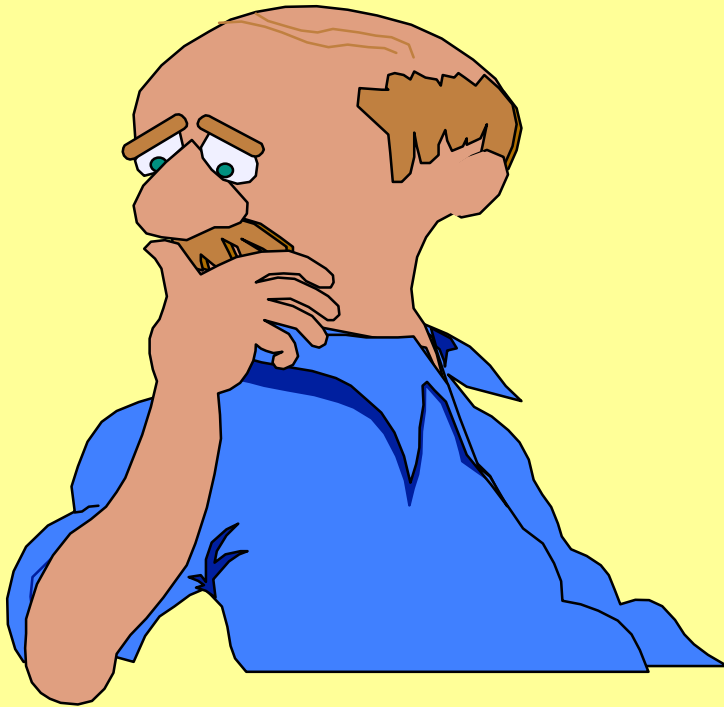
When in Doubt - Ask Questions!

Glug..

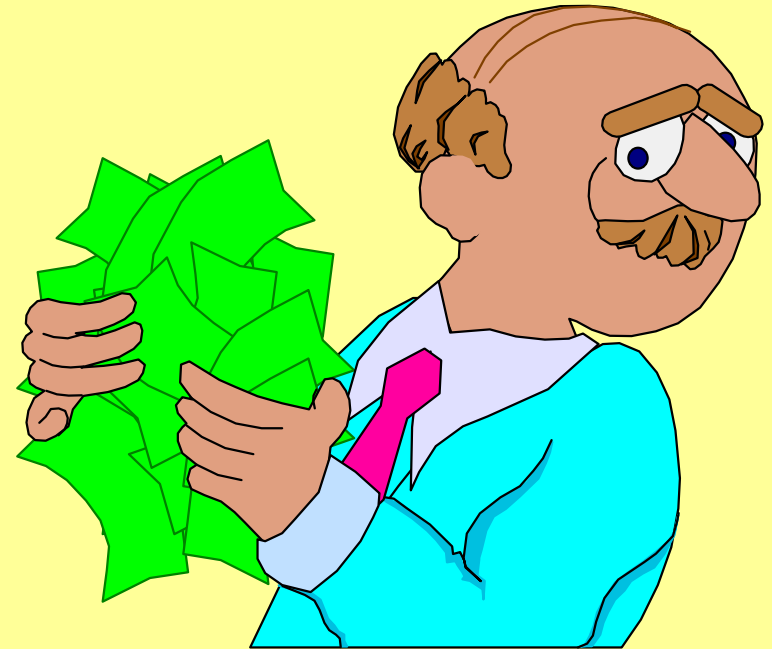
I'd love to ask a question -
but I'm afraid it would
sink our chances!



Can You Spot the Differences in These Two Pictures?



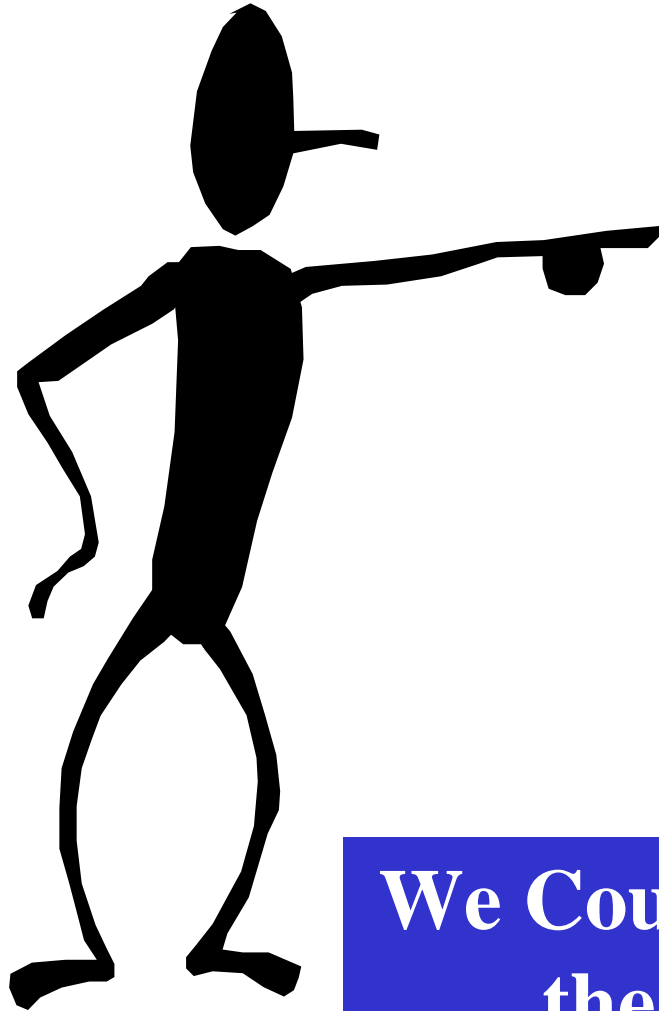
**Used Draft Solicitation to Build
Proposal**



**Revised Proposal Based on Final
Solicitation**

Watch for Changes from the Draft to the Final RFP!

Follow the Proposal Preparation Rules!



Count the Pages Correctly!

Don't Put Technical
Information in the Cost
Volume!

$$14 + 7 \neq 20$$

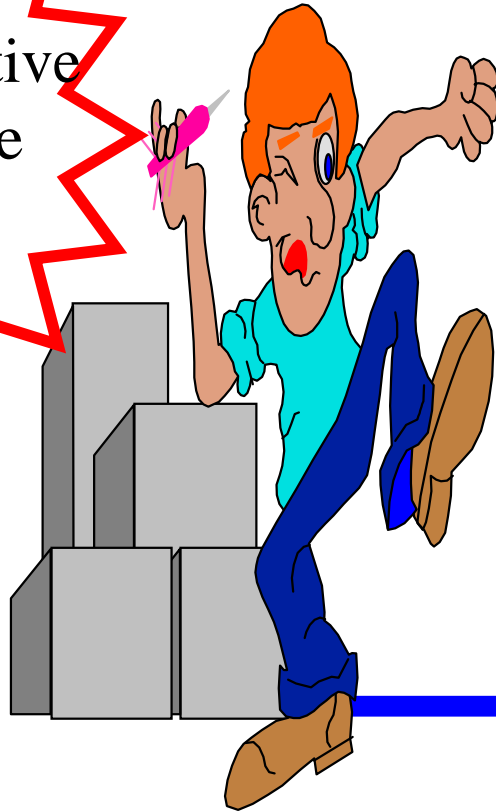
(Count the first page!)

Use the Specified font!

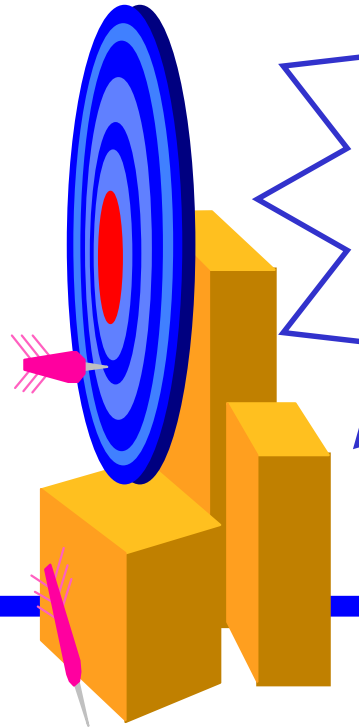
**We Count the Pages - Anything over
the limit, we send it BACK!**

Your First Shot Is Your Best Shot!

More Restrictive
Competitive
Range

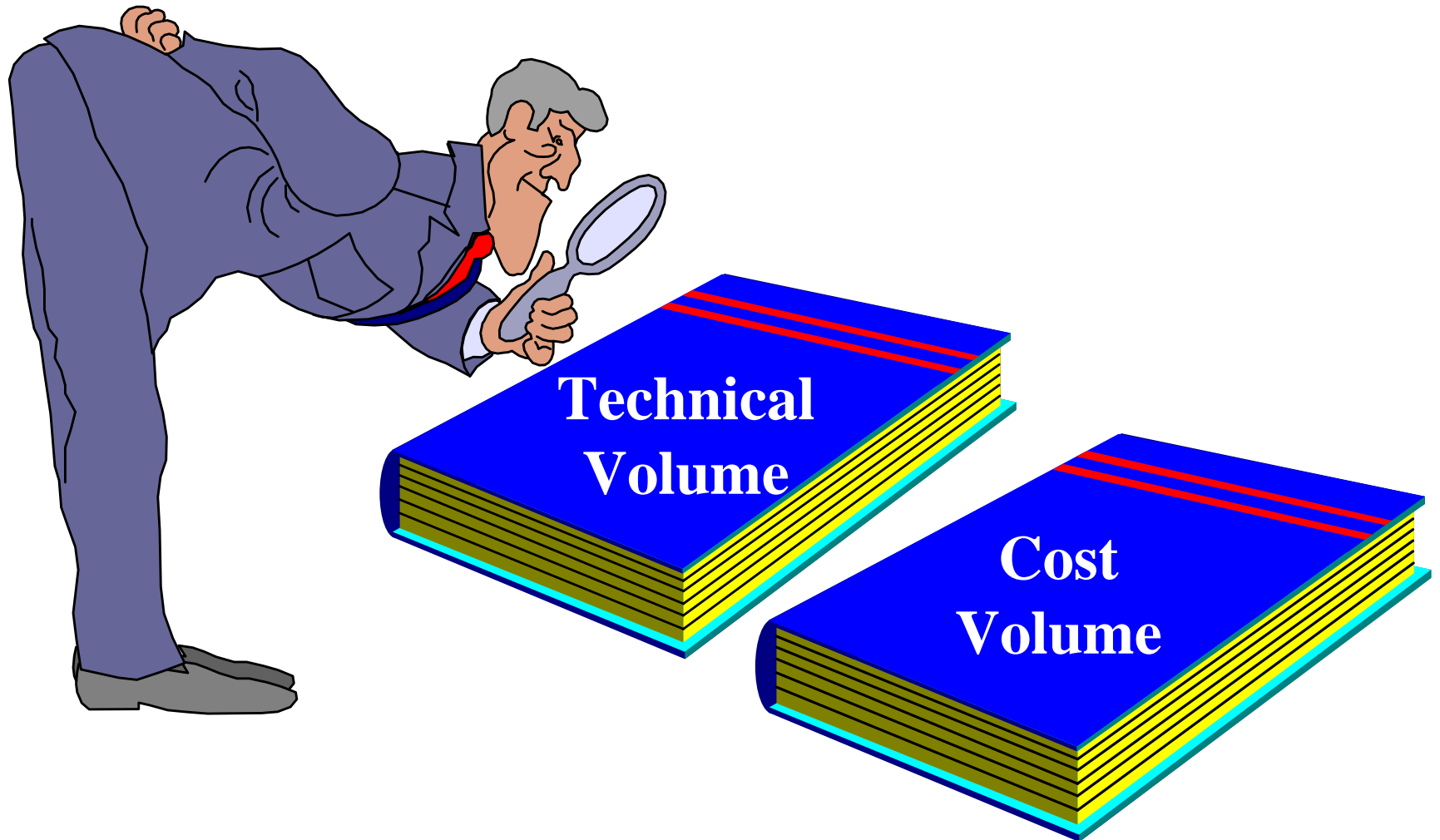


With RFP's,
Preference is to
Award
Without
Discussions!



Make sure you fully complete the Model Contract!

Make Sure All Parts of the Proposal Tell a Consistent Story!



The Cost Proposal



**Unsupported or unrealistic cost estimates are the
quickest way to discredit or destroy an otherwise
excellent proposal**

Test the Electronic Cost Proposal Disk Before You Submit It!



Key Personnel & Past Performance

--- Don't Leave Us Guessing!

Key Personnel

- **Provide Commitment Letters**
- **Provide Rationale for Why “Key”**
- **Provide Explanation of why each Individual is appropriate for the proposed position**

Relevant Past Performance

- **Provide Relevant (& Good!) Previous Contracts**
- **Don't Ignore Problems**

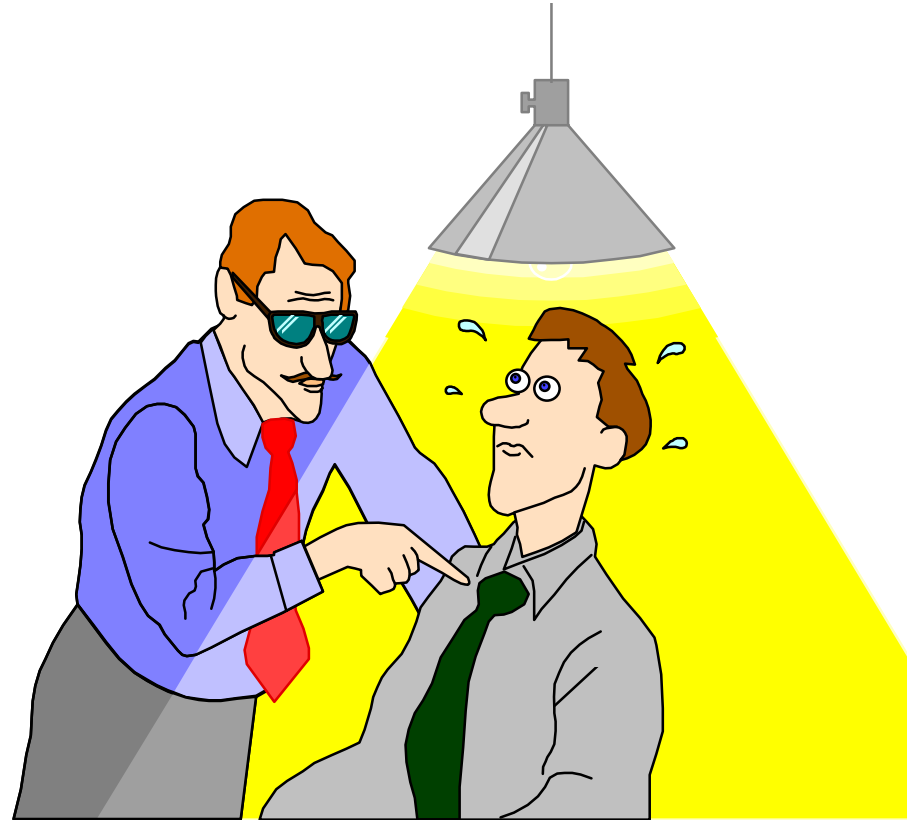
Provide Current and Accurate Phone Numbers and Addresses for all References!



Be Prepared for NASA's New RFP Discussions Process

Detailed and Specific

- **Reveal All Weaknesses**
- **Clarify All Uncertainties**
- **Reveal Where Costs or Resources are considered to be too High**
- **Bargaining is permitted**



Make sure FPR is fully traceable from Original Proposal

Be Old Fashioned - Proofread!

This page
refers to chart in
Volume 4...
There is no Volume 4!

This is a Proposal to
the Air Force...not NASA!

Are these folks
proposing to
Subcontract with
XYZ Corporation?



The End Result of Over-Reliance on Spell Check

What to Expect in the Future?

- ★ Improved Communication in the Pre-RFP Stage
- ★ Chart Proposal Submits & Oral Presentations
- ★ Continued Emphasis on Past Performance
- ★ Phased Submittal of Proposal Volumes
- ★ More Agency-wide Contracts
- ★ Continued Emphasis on PBC
- ★ Increased Partnering



What to Expect in the Future?

- ★ Emphasis on Safety
- ★ Focus on Risk Management
- ★ Internet Based Acquisition Process (Proposal Submission & Evaluation, Contract Award & Administration)
- ★ Use of GSA Competitive Process
- ★ “Set Fee” Initiative
- ★ HUB Zone Goals
- ★ Veteran Owned Goals
- ★ Proposal Pricing Software

